

[First Hit](#)[Previous Doc](#)[Next Doc](#)[Go to Doc#](#)

Generate Collection

Print

L1: Entry 3 of 11

File: JPAB

Jun 3, 2004

PUB-NO: JP02004157952A

DOCUMENT-IDENTIFIER: JP 2004157952 A

TITLE: METHOD FOR DEVELOPING SALES PROMOTION UTILIZING WEB PAGE DISPLAY SYSTEM

PUBN-DATE: June 3, 2004

## INVENTOR-INFORMATION:

NAME

COUNTRY

SAKAKIBARA, YOSHITAKA

## ASSIGNEE-INFORMATION:

NAME

COUNTRY

SAKAKIBARA YOSHITAKA

APPL-NO: JP2002357316

APPL-DATE: November 6, 2002

INT-CL (IPC): G06 F 17/60; G06 F 3/00

## ABSTRACT:

PROBLEM TO BE SOLVED: To provide a method for developing sales promotion that utilizes a web page as a sales promotional content and does not make a browsing person (a store's customer, for example) conscious of the content being a web page display by showing it full-screen.

SOLUTION: The system utilizes, as a sales promotional content, a web page that is displayed by a browser provided to a personal computer as a standard function and produced in relatively plain HTML programming language, and develops sales promotion without making a browsing person conscious of the content being a web page display by showing it full-screen. The system can be a simple and highly visible sales promotional tool that has a strong resemblance to a POP put up in a supermarket or the like with a "movement" added.

COPYRIGHT: (C)2004,JPO

[Previous Doc](#)[Next Doc](#)[Go to Doc#](#)